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DISPLAY DEVICE

Original Filed July 14, 1925

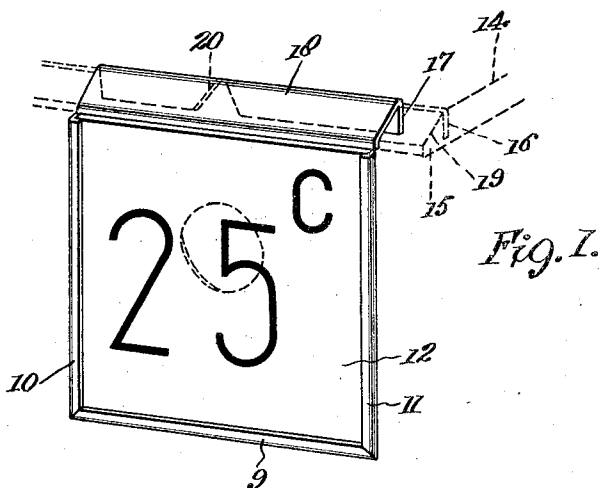


Fig. 1.

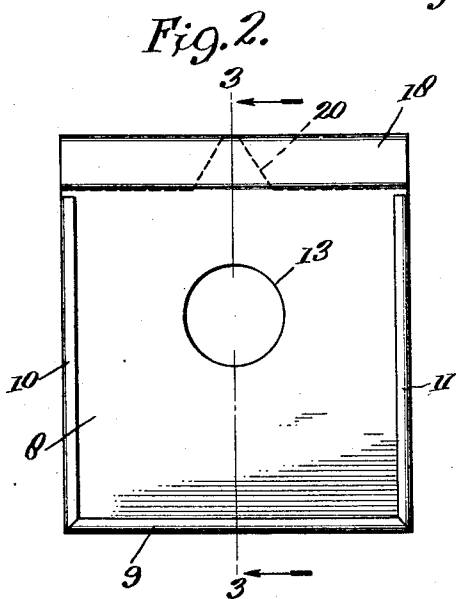


Fig. 2.

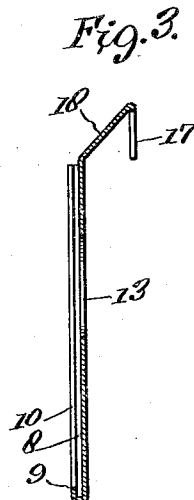


Fig. 3.

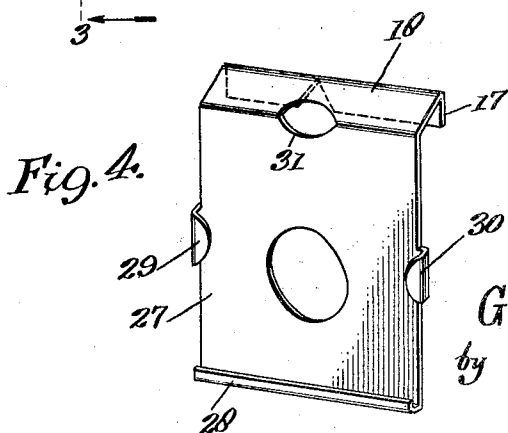


Fig. 4.

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DISPLAY DEVICE

Original application filed July 14, 1925, Serial No. 43,547. Divided and this application filed November 28, 1927. Serial No. 236,293.

This application is a division of my co-pending similarly entitled application Serial No. 43,547, filed July 14, 1925.

The present invention relates to display devices and has for an object to provide a device adapted for the clear and unmistakable display of price cards, placards, photographs, mirrors, or the like.

Another object of the invention is to provide a simply and inexpensively constructed display device designed to cooperate with the edge of a shelf or with beading of a shelf, whereby to support the device in advance of the shelf without encroaching upon the shelf room.

With the foregoing and other objects in view, the invention will be more fully described hereinafter, and will be more particularly pointed out in the claims appended hereto.

In the drawings, wherein like symbols refer to like or corresponding parts throughout the several views:

Figure 1 is a perspective view of a display device constructed according to the present invention and shown as applied to a shelf indicated in dotted lines;

Figure 2 is a front elevation of the device;

Figure 3 is a vertical central section taken on the line 3—3 in Figure 2; and

Figure 4 is a perspective view of a slightly modified form of display device.

Referring more particularly to Figures 1, 2 and 3, 8 designates the body portion of a device embodying my invention. This body portion will preferably be of thin sheet metal possessing some degree of resiliency. The lower and side edges of the sheet metal, which is shown as substantially rectangular in form, are shown as bent or rolled forwardly upon the sheet providing the confining ledges or flanges 9, 10 and 11. These flanges are shown as close at their meeting edges at the lower corners of the holder, and the flanges 10 and 11 are shown as open at their top portions and as providing guides down through which a card, as 12, a photograph, a mirror, or the like, may be introduced by a sliding movement until it rests upon the lower shelf 9. The flanges not only provide supporting and

confining surfaces for the edge portions of the card 12, but they prevent the falling forward of the card or the removal of the card except in an upward direction.

The body portion 8 is shown as provided with an opening 13 made at a convenient point through which access may be had by a thumb or finger to the back of the card 12, or other article in the device, for the purpose of initiating its upward movement. The upper edge of the card or other article in the device may be above or below the upper edge of the body part 8. If the card or other article in the device does not extend sufficiently above the upper edge of the body part 8 to enable it to be readily removed from the holder a thumb or finger may be inserted in back of the card or other article through the opening 13 and the card or other article may be raised to a degree to bring its upper edge within grasping position whereupon it may be simply lifted out of the holder. The opening 13 also renders it unnecessary to touch the face of the card or other article in the device and this will enable the card or other article to be moved out of the device without soiling the face of the card or other article with the hands.

In Figure 1 the device is shown as supported by a shelf, indicated at 14, and this shelf 14 is shown as provided with a beading or edge 15 having a slot, indicated at 16. The device is shown as provided with a flange, as 17, extending downwardly from the web or apron 18. This web or apron 18 is preferably a part of the body portion and while the web or apron 18 is shown as bent upwardly at an acute angle it may be bent to any desired angle. The flange 17 is shown as fitting into the groove 16. It is to be understood, however, that it is not necessary to provide a shelf with a groove. The device may be hung from a shelf or, for instance, on an article of merchandise. The flange is preferably made in two or more sections. While in Figure 1 the flange is shown as in two sections separated by the substantially triangular space 20, the flange may be in any desired number of sections. The form illustrated in Figure 1 may

be hung from a nail or the like by engaging the V-shaped part of the space 20.

Referring now to Figure 4 the sheet metal body 27 is shown as provided with a lower supporting shelf and flange 28, while at the side portions are two guide clips 29 and 30. A card or other article capable of being inserted in the device may be slid down vertically within these clips until it rests upon the shelf 28. Additional metal along the sides of the device is saved over the first form of construction and the clips will hold the edges of the card or other article adequately if the card or other article be within reach of the clips. An opening 31 is shown as made at the top of the device. The half circle of the opening 31 from the apron 18 may admit a finger downwardly behind the card or other article in the device, and the half circle in the body portion may admit a finger into contact with the back of the card or other article so that it may be lifted up. The opening 13 is also shown as provided in case it is desirable to initiate feed through the same. The card or other article might, if desired, be removed from the device by engaging a thumb and finger with the upper side edges of the card or other article.

While I have illustrated my invention in connection with price cards, devices embodying my invention may be used to display, for instance, photographs or mirrors, and if desired glass or other transparent material may be held in the device in front of the card, photograph or other article displayed.

It is obvious that various changes and modifications may be made in the details of construction and design of the above specifically described embodiment of this invention without departing from the spirit thereof, provided such changes are within the scope of the following claim, which defines the invention.

What is claimed is:—

In combination with a shelf having a beveled beading at its outer edge with a slot behind the beading opening through the top of the shelf, a display device comprising a one-piece resilient metallic structure composed of a body having a lower supporting ledge bent outwardly and upwardly from its lower free edge for supporting a card, guide means bent outwardly and inwardly from the side edges of the body portion, a diagonally disposed web extending upwardly and rearwardly from the upper edge portion of the body for lying upon the beveled beading, a flange extending downwardly from the upper free edge of the diagonal web for entering the slot, said body and web having formed therewith mutual portions of an opening to give access to the card from behind.

In testimony whereof I affix my signature.